

# Impact of the COVID-19 pandemic on intentions to travel among American Active Considerers

July 2022

Fieldwork period: 21<sup>st</sup> June – 3<sup>rd</sup> July 2022



There is a solid level of demand to travel overseas, with 65% of ACs looking to travel overseas for a holiday in the next 12 months.

ACs are increasingly keen to travel more: 59% of ACs are looking to travel more frequently than they did pre-COVID-19 and there is a strong and growing interest in multi-destination travel as part of a single overseas vacation.

To drive demand for New Zealand holiday, Tourism New Zealand can tap into key reasons ACs are keen to take an overseas holiday - relax & refresh, to have fun & enjoy themselves, to learn & explore new things, and immerse in new cultures.

Concerns around the cost of airfares have eased but have remain the key barrier to international travel, while concerns around COVID-19 also remain topical for ACs.

Currently 56% of ACs are looking to travel to New Zealand by the end of New Zealand summer in 2023 – it is important to make sure that ACs are aware that New Zealand is open for travel, as 40% are currently not aware they can come to New Zealand as of now.



### A third of ACs have travelled overseas for a holiday in the last six months

Travelled overseas for a holiday in the last six months % AC | Jun 22





Notes: 1. Sample: Active Considerers (AC) June 22 n = 300 2. Q: "Have you travelled overseas on vacation in the last 6 months?"



### Two thirds of ACs are considering travelling overseas within the next 12 months

Timing of next overseas vacation % AC | Jun 22







# ACs are increasingly keen to travel more; with 59% of ACs looking to travel more frequently than they did pre-COVID-19



▲▼ significantly higher / lower than previous period

5



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1. Sample: Active Considerers (AC) June 22 n = 300 | March 22 n = 300

2. Q: "Now that international travel is available again, which of the following are you most likely to do in the next 2 years?"

### There is a strong and growing interest in a multi-destination travel as part of a single overseas vacation

Interest in travelling to multiple countries as part of a single overseas vacation % AC | Jun 22



6

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2.

Q: "Thinking about how you have travelled in the past, looking forward, are you now more or less interested in travelling to multiple countries as part of an overseas vacation?'

# The key drivers behind ACs overseas holiday desires are to relax & refresh, to have fun & enjoy themselves, and to learn & explore new things

## Needs/reasons driving the desire to travel internationally for a leisure holiday once COVID-19 passes % AC | Jun 22



▲▼ significantly higher / lower than previous period

7



KANTAR <sup>Notes:</sup> 1. s

1. Sample: Active Considerers (AC) June n = 300 | March 22 n = 300

2. Q: "Which of these needs or reasons will most strongly drive your desire to take an international leisure holiday?"

# ACs are telling us that they are keen to immerse themselves in new cultural experiences and escape daily schedules to rest, relax and recharge

Needs, reasons, and motivations to take an international vacation % AC | Jun 22

## To immerse in new cultural experience

"Travel takes us out of our comfort zones and inspires us to see, taste and try new things"

"To see new places and my parents went to New Zealand and Australia and said how nice the people are"

"Make the world seem smaller, closer, less frightening"

"To see both new things and familiar things. For both, its all for the experience"

*"I want to see a new country I want to experience different things I want to broaden my horizon"* 

"To experience a different culture from my own" embrace new culture, history

## Escaping to rest, relax and recharge

"To get away from my everyday life"

"To be able to relax, clear my mind from everyday stress and daily activities. To be able to not worry as much like I do at home"

"Rest and relax"

"Relaxation, learning, general pleasure"

"Need to get away from same old grind"

"Escape from life's troubles"

"A new place with relax experience and try new things"

## Exploring natural wonders of the world

#### "To see beautiful scenery"

"To experience new places with natural beauty, unique wildlife, and friendly people"

"It's been a lifelong dream to go with my wife and kids and to take in the beautiful scenery"

"Experience beautiful landscapes and culturally stimulating experiences esp w/wildlife"

#### **Re-connecting with family**

"A need to relax and to have fun and spend quality time with my children. To allow the children to experience different cultures and have memories made and a broadened look at life"

"Visiting Friends"

"Money, friends"



# ACs are seeking destinations that are safe to travel around, are affordable and offer a variety of outdoor and adventure activities

	Most important	■ Consider attribute	Mar 22
Safe to travel around this destination	15%	46%	47%
Affordable	14%	45%	54%
Quality local food and drink	5%	45%	49%
Locals are welcoming of visitors	5%	44%	45%
Has interesting & vibrant cities to visit	8%	40%	40%
Opportunities for relaxing experiences	7%	39%	41%
Freedom to move in nature	7%	39%	40%
Opportunities to learn & explore new things	6%	39%	46%
A wide variety of outdoor & adventure activities	9%	37%	32%
Clean and unpolluted environment	3%	37%	35%
Good shopping	3%	35%	38%
Has been successful in handling the COVID-19 outbreak	7%	31%	33%
Uncrowded public spaces and tourist attractions	2%	30%	31%
Has clearly defined COVID entry protocols	5%	27%	26%
Has covid safety measures in place	3%	26%	-

#### Attributes considered when choosing destination after COVID-19

% AC | Jun 22

**KANTAR** 

▲▼ significantly higher / lower than previous period



Notes:

1. Sample: Active Considerers (AC) June 22 n = 300 | March 22 n = 300

2. Q: "Which of these destination attributes will you be looking for when choosing your next overseas holiday destination?"

# Perceptions of how well New Zealand is delivering on a number of attributes that drive holiday destination choice have improved since the Mar 2022 dip

## Attributes considered New Zealand is delivery when choosing destination after COVID-19 % AC who consider an attribute in their destination choice | Jun 22



**A** significantly higher / lower than previous period



#### Notes:

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- 1. Sample: Active Considerers (AC) June 22 n = 89 155
- 2. Question wording: "In your opinion, how well does New Zealand deliver on each of these attributes?"
- 3. Attributes ranked in order of importance

10

# Concerns around cost of airfare have eased but have remained the key barrier to international travel; concerns around COVID-19 remain topical for ACs

### Biggest concerns when it comes to international travel % AC | Jun 22



▲▼ significantly higher / lower than previous period



#### Notes: 1. Sample: Active Considerers (AC) June 22 n = 300, March 22 n = 300

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2. Q: "When it comes to international travel, what are your biggest concerns currently?"

# ACs would like to see a range of COVID-19 protection measures implemented at their chosen holiday destination

## Measures would like to see implemented at the destination % AC | Jun 22





12

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. Sample: Active Considerers (AC) June 22 n = 300 | March 22 n = 300

2. Q: "Which of the following measures would you like to see implemented at a vacation destination so you could feel safe?"

Most ACs continue to be interested in travelling alone or with people they know, with larger group tours being the least popular travel option

Interest in type of international holiday once travel restrictions lift % AC | Jun 22



▲▼ significantly higher / lower than previous period

13



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Notes:

1. Sample: Active Considerers (AC) June 22 n = 300 | March 22 n = 300

2. Q: "Which of the following types of holidays are you interested in booking for your next big trip?"

Most ACs are likely to change how they book their overseas holiday, with self-service tools and travel agents likely to be used more often

Changes to overseas holiday booking method compared to pre-COVID-19 % AC | Jun 22



▲▼ significantly higher / lower than previous period



KANTAR <sup>Notes:</sup> 1. s

1. Sample: Active Considerers (AC) June 22 n = 300 | March 22 n = 300

2. Q: "Thinking about how you have previously booked international travel, do you will change the way you book your international travel in the future?"

### 56% of ACs would look to travel to New Zealand by the end of New Zealand summer in 2023

Visitation plans to New Zealand once self-isolation requirements are removed % AC | Jun 22







### 40% of ACs are not aware that they can now freely travel to New Zealand

Knowledge of current New Zealand border status % AC | Jun 22

The borders are currently open to tourists

The borders are currently closed but there is a set date for when borders will open

The borders are currently closed and there is no confirmed date for borders to open

Not sure



June 22



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16